

How to win search on johnlewis.com

Decoding the SEO algorithm to make your products more findable



John Lewis & Partners is a leading omnichannel retailer in the U.K., operating both the John Lewis and Waitrose (supermarket) banners. John Lewis, specifically, has 50 shops and a growing online business in johnlewis.com. It places a heavy emphasis on click & collect services, offering about 1,000 locations (its own shops, Waitrose stores and other collection points) for order pickup.

The ability to buy online on johnlewis.com and pick up orders in Waitrose when doing grocery shopping

is accelerating the click & collect model. Online now accounts for 60-70% of John Lewis sales compared with 40% before the pandemic, according to a December 2020 company report.

Winning online in the U.K. clearly means selling on **johnlewis.com** — and winning on johnlewis.com starts with search.

Are you taking the right steps to make sure your brands and products are findable on johnlewis.com?

John Lewis eCommerce highlights

Source: Company reports

73%

online sales increase for half year ended 25 July 2020

60-70%

share of John Lewis total retail sales coming from online, 2020

1,000

Click & Collect locations, incl. shops and other pickup points

I. What matters for boosting search rank performance on johnlewis.com

Using our daily digital shelf data and advanced mathematical modeling, Profitero reverse engineered the algorithm for **johnlewis.com**. This allowed us to isolate the content factors that most influence where a product ranks in search results on johnlewis.com.

We share this research so you can be more informed when developing your Search strategy — and so you can consider Profitero as an analytics partner when you are ready to take your strategy to the next level.

# of images on product page	# of times keywords are mentioned in title	# of characters in product title	# of reviews	product's average star rating
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johnlewis.com



● Highly correlated (with higher search ranking) ● Somewhat correlated ● Not correlated (and may have negative impact)

II. What search-optimised content looks like on johnlewis.com

We identified product content attributes that have the highest probability of improving your search ranking in 4 key categories on **johnlewis.com**. Below are some benchmarks you should aim for. Profitero also can create a similar SEO reverse-engineering analysis for any category you're focused on.



Beauty



Electricals

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~50 characters in length	<ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~75 characters in length
Image count	3 images	6 images
Review count	Best-performing products had 118 reviews	Best-performing products had 131 reviews
Avg star rating	4.6 stars or higher	4.4 stars or higher



Home & Garden



Toys

Product content attribute	Benchmark to aim for	Benchmark to aim for
Product title	<ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~52 characters in length	<ul style="list-style-type: none">Mention most relevant search term 1 timeTitle of ~45 characters in length
Image count	4 images	4 images
Review count	Best-performing products had 36 reviews	Best-performing products had 43 reviews
Avg star rating	4.5 stars or higher	4.6 stars or higher

Contact us to learn more about how our digital analytics can help you win in search, content and pricing for any online retailer website.

About Profitero

Profitero's analytics platform helps you monitor and improve the health of your eCommerce business, across hundreds of unique retailer sites and 50 markets worldwide. Using our digital shelf benchmarking tools and sales analytics you'll see where you're losing ground to competitors and what you need to improve in order to win more traffic, convert more shoppers and grow faster.

Contact us to learn how we are helping the world's leading brands grow their online sales 1.7x faster than competitors.

sales@profitero.com

Methodology

To produce this report, Profitero analysed four weeks worth of search placement and content data, collected daily (149,000 instances on over 303 keywords) on the retailer's website.

Dates for the data analysed: Dec. 16, 2020 - Jan. 12, 2021

Placement and content data were cross-referenced, matching products appearing on search results with their respective product content. The correlation between content and search placement allowed us to understand attributes that may cause a product to rank highly on a retailer's website. For the purpose of this initial analysis, we only examined the impact that content has on search. Other factors such as price, promotional activity, availability and sales history may also contribute to the retailer's search performance.